Zenefits Interview Questions

Break your revenue records with Silicon Valley's "growth bible" "This book makes very clear how to get to hyper-growth and the work needed to actually get there" Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from $0 to $144 million in seven years). Whether you have a $1 billion or a $100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. Pinpoint why you aren't growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There's no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

Shunryu Suzuki is known to countless readers as the author of the modern spiritual classic Zen Mind, Beginner's Mind. This most influential teacher comes vividly to life in Crooked Cucumber, the first full biography of any Zen master to be published in the West. To make up his intimate and engrossing narrative, David Chadwick draws on Suzuki's own words and the memories of his students, friends, and family. Interspersed with previously unpublished passages from Suzuki's talks, Crooked Cucumber evokes a down-to-earth life of the spirit. Along with Suzuki we can find a way to "practice with mountains, trees, and stones and to find ourselves in this big world."

Impossible Goals, Inevitable Successes Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn't about magic. It's not about privileges, luck, or working harder. There's a template that the world's fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like the record-breaking Zenefits (which skyrocketed from $1 million to $100 million in two years), Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services—(which catapulted from $0 to $144 million in seven years). Whether you have a $1 billion or a $100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. For instance, one of the authors shows how he grew his income from $67,000 to $720,000 in four years while maintaining a 20-30 hour work week and welcoming a new child—nine times. This book shows you how to surpass plateaus and get off of the up-and-down revenue rollercoaster by answering three questions about growing revenue to tens times its size: Why aren't you growing faster? What does it take to get to hypergrowth? How do you sustain growth? This powerful, effective book provides a template for you to kick off your biggest growth spurt yet. This template includes The 7 Ingredients Of Hypergrowth: You're not ready to grow until you Nail a Niche. Overnight success is a fairy tale. You're not going to be magically discovered. You need sustainable systems that Create Predictable Pipeline. Growth exposes your weaknesses and it will cause more problems than it solves—until you Make Sales Scalable. It's hard to build a big business out of small deals. Figure out how to Double Your Dealsize. It'll take years longer than you want, but don't quit too soon. Make sure you can Do the Time. Your people are renting, not owning their jobs. Develop a culture of initiative, not adequacy by Embracing Employee Ownership. Employees, you are too accepting of "reality" and too eager to quit. You can Define Your Destiny to make a difference, for yourself and your company, no matter what you do or where you work. The authors take each ingredient and break it down into specific steps to guide you through implementation. From Impossible to Inevitable helps you take impossible goals and turn them into inevitable successes for your business and team. You will achieve success even bigger than you can imagine from where you're sitting today.

This timely resource offers fresh research on companies' use of social media platforms—from Twitter and Facebook to LinkedIn and other career sites—to find and hire personnel. Its balanced approach explains why and how social media are commonly used in both employee recruitment and selection, exploring relevant theoretical constructs and practical considerations about their appropriateness and validity. Contributors clarify a confusing cyberscape with recommendations and best practices, legal and ethical issues, pitfalls and problems, and possibilities for standardization. And the book's insights on emerging and anticipated developments will keep the reader abreast of the field as it evolves. Included in the coverage: · Social media as a personnel selection and hiring resource: Reservations and recommendations. · Game-thinking within social media to recruit and select job candidates. · Social media, big data, and employment decisions. · The use of social media by BRIC nations during the selection process. · Legal concerns when considering social media data in selection. · Online exclusion: Biases that may arise when using social media in talent acquisition. · Is John Smith really John Smith? Misrepresentations and misattributions of candidates using social media and social networking sites. Social Media in Employee Selection and Recruitment is a bedrock reference for industrial/organizational psychology and human resources academics currently or planning to conduct research in this area, as well as for academic libraries. Practitioners considering consulting social media as part of human resource planning or selection system design will find it a straight-talking guide to staying competitive.

Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise

People Operations

A Field Guide

Beginning Ruby

Rebuilding Empires

How to Start and Scale Network Effects

The Growth Hacker's Guide to the Galaxy

Good Authority

The New York Times Bestselling guide for managers and executives. Introducing the new, realistic loyalty pact between employer and employee. The employer-employee relationship is broken, and managers face a seemingly impossible dilemma: the old model of guaranteed long-term employment no longer works in a business environment defined by continuous change, but neither does a system in which every employee acts like a free agent. The solution? Stop thinking of employees as either family or as free agents. Think of them instead as allies. As a manager you want your employees to help transform the company for the future. And your employees want the company to help transform their careers for the long term. But this win-win scenario will happen only if both sides trust each other enough to commit to mutual investment and mutual benefit. Sadly, trust in the business world is hovering at an all-time low. We can rebuild that lost trust with straight talk that recognizes the realities of the modern economy. So, paradoxically, the alliance begins with managers acknowledging that great employees might leave the company, and with employees being honest about their own career aspirations. By putting this new alliance at the heart of your talent management strategy, you'll not only bring back trust, you'll be able to recruit and retain the entrepreneurial individuals you need to adapt to a fast-changing world. These individuals, flexible, creative, and with a bias toward action, thrive when they're on a specific "tour of duty"—when they have a mission that's mutually beneficial to employee and company that can be completed in a realistic period of time. Coauthored by the founder of LinkedIn, this bold but practical guide for managers and executives will give you the tools you need to recruit, manage, and retain the kind of employees who will make your company thrive in today's world of constant innovation and fast-paced change.

Learn to unlock the potential of your employees and colleagues with this definitive resource for people management People Strategy: How to Invest in People and Make Culture Your Competitive Advantage provides readers with a powerful framework in which to develop high-performing teams, increase employee motivation, and use data to build an inviting and effective company culture. Author Jack Altman, cofounder and CEO of Lattice, an award-winning HR and performance management platform, shows you how to: Establish the values that will form the bedrock of your organization Develop feedback processes that help employees feel heard, supported, and equipped to succeed Monitor the breadth and depth of employee engagement in your company Use the data and insights created by your People Strategy to drive business results Perfect for executives, managers, and human resource professionals, People Strategy also belongs on the bookshelves of anyone with even an interest in how to develop, nurture, and unlock the potential of their employees and colleagues.

Well known technology executive and angel investor Elad Gil has worked with high growth tech companies like Airbnb, Twitter, Google, Instacart, Coinbase, Stripe, and Square as they've grown from small companies into global brands. Across all of these break-out companies, a set of common patterns has evolved into a repeatable playbook that Gil has codified in High Growth Handbook. Covering key topics including the role of the CEO, managing your board, recruiting and managing an executive team, M&A, IPOs and late stage funding rounds, and interspersed with over a dozen interviews with some of the biggest names in Silicon Valley including Reid Hoffman (LinkedIn), Marc Andreessen (Andreessen Horowitz), and Aaron Levie (Box), High Growth Handbook presents crystal clear guidance for navigating the most complex challenges that confront leaders and operators in high-growth startups. In what Reid Hoffman, cofounder of LinkedIn and co-author of the #1 NYT bestsellers The Alliance and The Startup of You calls "a trenchant guide," High Growth Handbook is the playbook for turning a startup into a unicorn.

Misinformation. Job displacement. Information overload. Economic inequality. Digital addiction. The breakdown of democracy, civility, and truth itself. This open access book explores the conscious and unconscious norms, values, and characteristics that drive behaviors within the high-tech capital of the world, Silicon Valley, and the sector it represents. In an era where the reach and influence of a single industry has the potential to define the future of our world, it has become apparent just how little we know about the organizations driving these changes. The Psychology of Silicon Valley offers a revealing look inside the mind of world's most influential industry and how the identity, culture, myths, and motivations of Big Tech are harming society. The book argues that the bad values and lack of emotional intelligence borne in the vacuum of Silicon Valley will have lasting consequences on everything from social equality to the future of work to our collective mental health. Katy Cook expertly walks us through the psychological landscape of Silicon Valley, including its leadership, ethical, and cultural problems, and artfully explains why we cannot afford to ignore the psychology and values that are behind our technology any longer.

How Best Buy and Other Retailers are Transforming and Competing in the Digital Age of Retailing

Build Products Businesses Want

The Alliance

The Psychology of Silicon Valley

Recalculating

The Art of Scalability

How Hyper-Growth Companies Create Predictable Revenue

Disciplined Growth Strategies

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success. Innovation isn't something you do after you get your work done. It's how you do your work. Organizations all over the world are shedding jobs in record numbers. Yet today, they are desperately in need of people with the abilities and skills to think ahead of the curve, delight customers, motivate colleagues, slash costs, and achieve unconventional results. In this practical road map to becoming irreplaceable, global innovation guru and bestselling author Robert B. Tucker reveals why honing your I-Skills (Innovation Skills) may be the smartest

career move you'll make. Based on interviews with forty-three innovation-adept managers and individual contributors, Innovation Is Everybody's Business guides you in: Mastering the seven essential I-Skills you need to become indispensable Unleashing the "mindset, skillset, and toolset of the innovator" that enable you to anticipate and rise to the challenges your organization faces in a hypercompetitive era Developing your Personal Innovation Strategy to address the critical components of becoming irreplaceable Assaulting your assumptions at the personal, organizational, and industry levels Building tools for work-life balance and creating your own job satisfaction If you're ready to stop talking about innovation and start adding value today – in your job, department or organization – you're ready to read and benefit from the powerful message of Innovation is Everybody's Business.

Get your best work done, no matter where you do it. Video calls from your couch. Project reports in a coffee shop. Presentations at your kitchen table. Working remotely gives you more flexibility in how and where you do your job. But being part of a far-flung team can be challenging. How can you make remote work work for you? The HBR Guide to Remote Work provides practical tips and advice to help you stay productive, avoid distractions, and collaborate with your team, despite the distance that separates you. You'll learn to: Create a regular work-from-home routine Identify the right technology for your needs Run better virtual meetings Avoid burnout and video-call fatigue Manage remote employees Conduct difficult conversations when you can't meet in person Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Based on the bestselling first edition, Beginning Ruby: From Novice to Professional, Second Edition is the leading guide for every type of reader who wants to learn Ruby from the ground up. The new edition of this book provides the same excellent introduction to Ruby as the first edition plus updates for the newest version of Ruby, including the addition of the Sinatra and Ramaze web application frameworks and a chapter on GUI development so developers can take advantage of these new trends. Beginning Ruby starts by explaining the principles behind object-oriented programming and within a few chapters builds toward creating a full Ruby application. By the end of the book, in addition to in-depth knowledge of Ruby, you'll also have basic understanding of many ancillary technologies such as SQL, XML, web frameworks, and networking. Introduces readers to the Ruby programming language Takes readers from basic programming skills to web development with topics like Ruby-based frameworks and GUI programming Covers many ancillary technologies in order to provide a broader picture (e.g., databases, XML, network daemons)

Build Repeatable Pipeline and Accelerate Growth with Inside Sales

How Google, Bono, and the Gates Foundation Rock the World with OKRs

15 Proven Practices to Build Effective Relationships at Work

Get Better

Navigate Your Career Through the Changing World of Work

The Art of Living in a Digital Age

Why Startups Fail

How to Make Yourself Indispensable in Today's Hypercompetitive World

A book to help companies find customers and create repeatable sales by developing effective inside sales organizations and development strategies.

A startup executive and investor draws on expertise developed at the premier venture capital firm Andreessen Horowitz and as an executive at Uber to address how tech's most successful products have solved the dreaded "cold start problem"—by leveraging network effects to launch and scale toward billions of users. Although software has become easier to build, launching and scaling new products and services remains difficult. Startups face daunting challenges entering the technology ecosystem, including stiff competition, copycats, and ineffective marketing channels. Teams launching new products must consider the advantages of "the network effect," where a product or service's value increases as more users engage with it. Apple, Google, Microsoft, and other tech giants utilize network effects, and most tech products incorporate them, whether they're messaging apps, workplace collaboration tools, or marketplaces. Network effects provide a path for fledgling products to break through, attracting new users through viral growth and word of mouth. Yet most entrepreneurs lack the vocabulary and context to describe them—much less understand the fundamental principles that drive the effect. What exactly are network effects? How do teams create and build them into their products? How do products compete in a market where every player has them? Andrew Chen draws on his experience and on interviews with the CEOs and founding teams of LinkedIn, Twitch, Zoom, Dropbox, Tinder, Uber, Airbnb, and Pinterest to offer unique insights in answering these questions. Chen also provides practical frameworks and principles that can be applied across products and industries. The Cold Start Problem reveals what makes winning networks thrive, why some startups fail to successfully scale, and, most crucially, why products that create and compete using the network effect are vitally important today.

Accelerate your company's growth in a disciplined fashion. This book provides leaders of large and small companies a proven comprehensive framework to think systematically about growth options and to yield practical strategies that produce faster growth. Drawing insights from case studies of successful and unsuccessful companies, strategy teacher and venture capitalist Peter Cohan models his systematic

approach to brainstorming, evaluating, and implementing growth strategies across five dimensions: Customers, Geography, Products, Capabilities, Culture. He examines each of these five growth dimensions in turn, selecting and organizing his cases to compare the growth strategies deployed successfully and unsuccessfully by large and small companies along the given dimension. In each of his five dimensional chapters, the author derives from his case analyses the key principles and processes for creating and achieving faster growth. Professor Cohan draws on a network of hundreds of founders, CEOs, and investors developed through his decades of consulting, authorship of 11 books, and over five years as a Forbes columnist. He shows through many compelling stories how leaders craft effective growth strategies. Business leaders will learn the following lessons from this book: Achieving rapid but sustainable growth is a business leader's most important responsibility – and leaders must approach this challenge with a mixture of vision, intellectual humility, and a willingness to experiment and learn from failure. The growth challenges facing companies that are currently growing quickly differ from the ones that stagnating or shrinking companies must overcome. Companies can achieve growth along one or more of the dimensions simultaneously – and they often expand geographically to customers in the same segments. Useful insights can emerge from comparing case studies of successful and unsuccessful companies pursuing similar growth strategies. Companies should select a growth strategy based on three factors: the attractiveness of the growth opportunity, the company's capabilities to provide superior value to customers in the selected market, and the expected return on investment in the growth vector. Companies should select a growth strategy that best fits their capabilities and culture and they must enhance both to adapt to new growth opportunities. Who This Book Is For The people in companies who are responsible for growth: chief executive officers, chief marketing officers, chief product officers, heads of business development, product managers, sales people, and human resources managers

The must–read guidebook for entrepreneurs looking to get into accelerator programs and to build and scale their startups with speed Accelerator programs have become one of the most powerful and valuable resources for entrepreneurs seeking to learn rapidly, build powerful networks, raise capital, build their startups and do this at speed and scale. In recent years, the number of accelerator programs around the world has grown at an incredible rate, propelling startups such as AirBnB, Uber, DropBox, Reddit, and others —many to billion-dollar valuations. The number of accelerators, the differences in accelerator program offerings and the unique benefits and costs of different accelerator locations makes choosing the right accelerator a challenge. Selecting the wrong accelerator, failing to be accepted in the right one, or not fully taking advantage of all the accelerator has to offer can be costly, sometimes fatal. With the stakes so high, entrepreneurs need to understand all their options, choose carefully and do the right things to maximize their chances of success. Startup Accelerators is the go to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process. Reveals how accelerators help founders navigate different challenges in the startup journey Describes the differences in the benefits and costs of different accelerator programs Explains how to prepare accelerator applications Discloses what actions to take during an accelerator to make the most of it Depicts case studies of entrepreneurs' accelerator applications, experiences and outcomes across different accelerators Features interviews with accelerator program managers, founders who went through accelerators', and investors in companies going through or having gone through accelerators Includes insightful data and reflections from entrepreneurship education researchers and academics Startup Accelerators: A Field Guide will prove to be invaluable for startup founders considering or going through accelerators, as well as aspiring entrepreneurs, educators, and other startup accelerator stakeholders.

Insights from the Growth Trajectories of Successful and Unsuccessful Companies

Buddhism in America

Permission to Prosper

Transform Your Culture, Empower Your People, and Shape the Future

Human Motivation

The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries in Regulation

Crooked Cucumber

Talent Makers

"An inspirational and practical guide for anyone who wants to incorporate the dynamic skills of entrepreneurs into their own lives and work. A new generation of "life entrepreneurs" is emerging: people who apply their vision, talents, creativity, and energy not only to their work but to their entire lives, changing the world for themselves and those around them. In this book, successful entrepreneurs Christopher Gergen and Gregg Vanourek draw on numerous interviews with fifty-five leading entrepreneurs worldwide as well as the wisdom of multiple thought leaders to provide vivid examples, moving vignettes, concrete frameworks, and practical strategies for revving up our work and play through entrepreneurial leadership. This book starts by providing strategies for integrating life, work, and purpose and ends by capturing the implications of the current entrepreneurial boom for our workplaces, learning institutions, communities, and families. Christopher Gergen (Washington, D.C.) is a founding partner of New Mountain Ventures, co-founder and chairman of SMARTHINKING, Adjunct Professor and Director of the Entrepreneurial Leadership Initiative at Duke University, and a life-long entrepreneur, Gregg Vanourek (Thornton, CO) is a founding partner of New Mountain Ventures, former CEO of Vanourek Consulting Solutions, and former Senior Vice President of School Development for K12 Inc."

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gerea, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze ????? 86% of Readers Rated it 5-Stars ????? « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » – Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no

sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » – Paul Gillin, Co-Author, Social Marketing to the Business Customer

Are you about to graduate and begin your job search? Or are you a young professional trying to choose the right field or looking for that perfect position that will catapult your career? Figuring out a career and getting a great job has never been more difficult. On top of that, today's graduates are looking for not only good jobs but positions that will help them launch careers in which they can grow and prosper. But knowing what to look for and how to actually land a great job is exceptionally challenging when you're trying to get an interview, make enough money, and position yourself for advancement. Based on an in-depth survey of thousands of graduates and young professionals, and hundreds of interviews with the world's top business and nonprofit leaders—not to mention James Citrin's decades of experience as a senior partner at the premier executive search firm Spencer Stuart—The Career Playbook offers recent graduates and aspiring young professionals actionable advice for excelling. From his practical tips on generating valuable introductions, nailing interviews, and negotiating compensation to strategic advice on the arc of a career, the importance of relationships, how to cultivate a mentor, and knowing when to change jobs or industries, Citrin provides an invaluable guide to the most urgent questions that are at the heart of every person's career deliberations. Packed with first-person advice from graduates and young professionals themselves, as well as the perspectives of seasoned CEOs, entrepreneurs, leaders, and experts, such as Virgin's Sir Richard Branson, Facebook's Sheryl Sandberg, Third Point Advisors' Daniel Loeb, author Malcolm Gladwell, and US Navy SEALs' Admiral Eric Olson, The Career Playbook is an essential resource for landing, launching, and thriving in your career.

The Regulatory Technology Handbook The transformational potential of RegTech has been confirmed in recent years with US$1.2 billion invested in start-ups (2017) and an expected additional spending of US$100 billion by 2020. Regulatory technology will not only provide efficiency gains for compliance and reporting functions, it will radically change market structure and supervision. This book, the first of its kind, is providing a comprehensive and invaluable source of information aimed at corporates, regulators, compliance professionals, start-ups and policy makers. The REGTECH Book brings into a single volume the curated industry expertise delivered by subject matter experts. It serves as a single reference point to understand the RegTech eco-system and its impact on the industry. Readers will learn foundational notions such as: • The economic impact of digitization and datafication of regulation • How new technologies (Artificial Intelligence, Blockchain) are applied to compliance • Business use cases of RegTech for cost-reduction and new product origination • The future regulatory landscape affecting financial institutions, technology companies and other industries Edited by world-class academics and written by compliance professionals, regulators, entrepreneurs and business leaders, the RegTech Book represents an invaluable resource that paves the way for 21st century regulatory innovation.

Ethical Threats and Emotional Unintelligence in the Tech Industry

How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game

Social Media in Employee Selection and Recruitment

The Sales Development Playbook

The Career Playbook

From Novice to Professional

How SaaS and Other Hyper-Growth Companies Create Predictable Revenue

From Impossible To Inevitable

Powerful ideas to transform hiring into a massive competitive advantage for your business Talent Makers: How the Best Organizations Win through Structured and Inclusive Hiring is essential reading for every leader who knows that hiring is crucial to their organization and wants to compete for top talent, diversify their organization, and build winning teams. Daniel Chait and Jon Stross, co-founders of Greenhouse Software, Inc, provide readers with a comprehensive and proven framework to improve hiring quickly, substantially, and measurably. Talent Makers will provide a step-by-step plan and actionable advice to help leaders assess their talent practice (or lack thereof) and transform hiring into a measurable competitive advantage. Readers will understand and employ: A proven system and principles for hiring used by the world's best companies Hiring practices that remove bias and result in more diverse teams An assessment of their hiring practice using the Hiring Maturity model Measurement of employee lifetime value in quantifiable terms, and how to increase that value through hiring The Talent Makers methodology is the result of the authors' experience and the ideas and stories from their community of more than 4,000 organizations. This is the book that CEOs, hiring managers, talent practitioners, and human resources leaders must read to transform their hiring and propel their organization to new heights.

Matt Mochary coaches the CEOs of many of the fastest-scaling technology companies in Silicon Valley. With The Great CEO Within, he shares his highly effective leadership and business-operating tools with any CEO or manager in the world. Learn how to efficiently scale your business from startup to corporation by implementing a system of accountability, effective problem-solving, and transparent feedback. Becoming a great CEO requires training. For a founding CEO, there is precious little time to complete that training, especially at the helm of a rapidly growing company. Now you have the guidance you need in one book.

Behind the bitter rivalry between Apple and Google—and how it's reshaping the way we think about technology The rise of smartphones and tablets has altered the industry of making computers. At the center of this change are Apple and Google, two companies whose philosophies, leaders, and commercial acumen have steamrolled the competition. In the age of Android and the iPad, these corporations are locked in a feud that will play out not just in the mobile marketplace but in the courts and on screens around the world. Fred Vogelstein has reported on this rivalry for more than a decade and has rare access to its major players. In Dogfight, he takes us into the offices and board rooms where company dogma translates into ruthless business; behind outsize personalities like Steve Jobs, Apple's now-lionized CEO, and Eric Schmidt, Google's executive chairman; and inside the deals, lawsuits, and allegations that mold the way we communicate. Apple and Google are poaching each other's employees. They bid up the price of each other's acquisitions for spite, and they forge alliances with major players like Facebook and Microsoft in pursuit of market dominance. Dogfight reads like a novel: vivid nonfiction with never-before-heard details. This is more than a story about what devices will replace our cell phones and laptops. It's about who will control the content on those devices and where that content will come from—about the future of media and the Internet in Silicon Valley, New York, and Hollywood.

A leading workplace expert provides an inspirational, practical, and forward-looking career playbook for recent grads, career changers, and transitioning professionals looking to thrive in today's rapidly

evolving workplace. Covid-19 has heightened career uncertainty in a work landscape dominated by turbulence and change, and it is directly impacting how people are entering—or re-entering—the workplace. But as Lindsey Pollak makes clear, the pandemic merely accelerated career and hiring trends that have been building. Changes that were once slowly spreading have been rapidly implemented across all industries. This means that the old job hunting and career success rules no longer apply. Job seekers of all generations and skill sets must learn how to thrive in this "new normal," which will include a hybrid of remote and in-person experiences, increased reliance on virtual communication and automation, constant disruption, and renewed employer emphasis on workers' health and well-being. While this new world is complicated and constantly evolving, you won't have to navigate it alone. For twenty years, Pollak has been following the trends and successfully advising young professionals and organizations on workplace success. Now, she guides you through the changes currently happening—and those to come. Combining insights from both experts and professionals across generations, she provides encouraging, strategic, and actionable advice on making lifelong decisions about education; building a resilient personal brand; using virtual communication to remotely interview, network, and work; skilling and reskilling for the future; and maintaining self-care and mental health. Like your personal GPS, Pollak equips you to handle workplace obstacles, helping you see them as challenges to navigate rather than impossible roadblocks. There is no perfect path to a dream career, but with Recalculating you'll be prepared with the necessary skills and tools to succeed.

HBR Guide to Remote Work
Lean B2B
Organizational Behavior
How to Land a Project Manager Job in Technology
Theory, Practice, and Current Challenges
The Life and Teaching of Shunryu Suzuki
How the Best Organizations Win through Structured and Inclusive Hiring
Winning with Data

The Comprehensive, Proven Approach to IT Scalability–Updated with New Strategies, Technologies, and Case Studies In The Art of Scalability, Second Edition, leading scalability consultants Martin L. Abbott and Michael T. Fisher cover everything you need to know to smoothly scale products and services for any requirement. This extensively revised edition reflects new technologies, strategies, and lessons, as well as new case studies from the authors' pioneering consulting practice, AKF Partners. Writing for technical and nontechnical decision-makers, Abbott and Fisher cover everything that impacts scalability, including architecture, process, people, organization, and technology. Their insights and recommendations reflect more than thirty years of experience at companies ranging from eBay to Visa, and Salesforce.com to Apple. You'll find updated strategies for structuring organizations to maximize agility and scalability, as well as new insights into the cloud (IaaS/PaaS) transition, NoSQL, DevOps, business metrics, and more. Using this guide's tools and advice, you can systematically clear away obstacles to scalability–and achieve unprecedented IT and business performance. Coverage includes ⬥ Why scalability problems start with organizations and people, not technology, and what to do about it ⬥ Actionable lessons from real successes and failures ⬥ Staffing, structuring, and leading the agile, scalable organization ⬥ Scaling processes for hyper-growth environments ⬥ Architecting scalability: proprietary models for clarifying needs and making choices–including 15 key success principles ⬥ Emerging technologies and challenges: data cost, datacenter planning, cloud evolution, and customer-aligned monitoring ⬥ Measuring availability, capacity, load, and performance

Society's current narrative of work/life balance is focusing on the wrong thing. It's not about benefit packages, flexible work hours or ping pong but rather changing the experience of work itself. As a leader, your number one priority should be to create a work environment where personal and professional growth are one in the same.

How the Best Companies are Skipping HR and Winning the Future of Work with People Ops People Operations: Automate HR, Design a Great Employee Experience, and Unleash Your Workforce explains how leaders at small- and medium-sized businesses can stop spending time on HR administration–"paperwork"–and start focusing on the "peoplework" that truly fuels employee growth and productivity. Authors Jay Fulcher, Kevin Marasco, Tracy Cote of Zenefits, the leading people operations platform, provide readers with a playbook for creating a massive competitive advantage by eliminating antiquated approaches to HR. The book takes a look at how work has changed and what companies need to do about it, and the new approach they must take to processes, systems, and best practices. You'll learn how to eliminate busywork and hassle, and how to use that newfound time and capital to empower your biggest asset: your people. You'll receive the end-to-end guide to: Digitizing legacy HR functions Using robots for the busywork you hate Employing software to design and improve your employee experience Assembling and empowering your "people team" Utilizing the included plans and templates to guide each stage of your business transformation Perfect for managers, leaders, small business owners, and executives, People Operations is perfect for anyone who wants to optimize HR, maximize their workforce investment, support their employees, and modernize their business.

False beliefs about money so often rob us of our best opportunity to serve God, to love people, and to steward the wealth He gives us. Our cultural programming has embedded deep within us wrong ideas about wealth, money, and morality. These wrong ideas, and not greed or avarice, are the biggest source of poverty in the world. In Permission to Prosper, Ray Edwards offers three startling premises. First, God has promised you prosperity. Second, God has a purpose behind this prosperity (and it is not necessarily that you give all your money away). And third, the practice of prosperity is a spiritual activity. Not only do you have permission to prosper, but you also have a mandate to multiply. Permission to Prosper gives you the confidence and the keys to do just that.

A Practical, Problem-Solving Approach

From Impossible to Inevitable

Measure What Matters

How to Become the Leader Your Team Is Waiting for

A New Roadmap for Entrepreneurial Success

Silent Messages

100 Proven Growth Hacks for the Digital Marketer

Essential Advice for Today's Aspiring Young Professional

The ultimate compendium of growth hacks for the modern digital marketer, written by marketing veterans Jeff Goldenberg (Head of Growth at Borrowell and TechStars Mentor) and Mark Hayes (CEO of Rocketshp, and founder of one of the world's first growth hacking agencies). Are you ready to skyrocket your companies growth? Learn, the most effective tools, software and technology for digital and startup marketers; 100 must-know growth hacks to take your business to the next level (focusing on 3 key areas: product-market fit, transition to growth and scale); Insider info from leading startups whocasing the best growth hacks and exactly how they did it.

"This well-informed book provides a comprehensive survey of a variety of Buddhist traditions in the contemporary U.S. . . . [its] strength, apart from being a mine of information, is Seager's insistence on taking a historically informed and comparative perspective." - Religious Studies Review.

"This book shares how to instrument a company and most importantly, build an internal culture that values and uses data to maximum effect"--

The chief people officer at FranklinCovey outlines anecdotal and practical recommendations for how organizations of any size or type can create a competitive advantage by building effective relationships.

How to Invest in People and Make Culture Your Competitive Advantage

Life Entrepreneurs

Startup Accelerators

The Great CEO Within: The Tactical Guide to Company Building

People Strategy

Scaling Startups from 10 to 10,000 People

High Growth Handbook

Managing Talent in the Networked Age

People OperationsAutomate HR, Design a Great Employee Experience, and Unleash Your WorkforceJohn Wiley & Sons

Digital disruption: seemingly out of nowhere, startups and other tech-savvy disruptors attack. In Digital Vortex, you will learn how to use the business models and strategies of startups to your own advantage. Most importantly, you will learn how to build the agility to anticipate threats, sense opportunities, and seize them before your rivals do.

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he'd just given $12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are

transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.
"Our newest generation, Generation Z, or Zoomers, are coming of age in a world rife with amazing new opportunities and unprecedented challenges. Born around the time the World Wide Web made its public debut in 1995, they are "digital natives," the first generation never to know the world without the Internet. They have grown up alongside powerful global networks that offer endless information and connectivity. They have also had the clear realization that their elders know no better than they do how to navigate ongoing crises; that they and their planet have been badly betrayed by decisions which preceded them. In Gen Z, Explained, a team of social scientists set out to take a comprehensive look at this generation, drawing on wide and lively interviews, surveys, and comprehensive linguistic analysis (deploying the authors' proprietary iGen Corpus, a 70-million word collection of Gen-Z-specific English language scraped from social media, time-aligned video transcriptions, and memes). It paints a portrait of an extraordinarily challenged, thoughtful, and promising generation--while sounding a warning to their elders. The authors show that despite all the seemingly insurmountable difficulties they face, this generation continues to be idealistic about the future and highly motivated to make change"--
Dogfight: How Apple and Google Went to War and Started a Revolution
The REGTECH Book
Innovation is Everybody's Business
Cracking the PM Interview
The Cold Start Problem
Gen Z, Explained
Automate HR, Design a Great Employee Experience, and Unleash Your Workforce
How to be Rich Beyond Your Wildest Dreams
Human Motivation, originally published in 1987, offers a broad overview of theory and research from the perspective of a distinguished psychologist whose creative empirical studies of human motives span forty years. David McClelland describes methods for measuring motives, the development of motives out of natural incentives and the relationship of motives to emotions, to values and to performance under a variety of conditions. He examines four major motive systems - achievement, power, affiliation and avoidance - reviewing and evaluating research on how these motive systems affect behaviour. Scientific understanding of motives and their interaction, he argues, contributes to understanding of such diverse and important phenomena as the rise and fall of civilisations, the underlying causes of war, the rate of economic development, the nature of leadership, the reasons for authoritarian or democratic governing styles, the determinants of success in management and the factors responsible for health and illness. Students and instructors alike will find this book an exciting and readable presentation of the psychology of human motivation.
How many pizzas are delivered in Manhattan? How do you design an alarm clock for the blind? What is your favorite piece of software and why? How would you launch a video rental service in India? This book will teach you how to answer these questions and more. Cracking the PM Interview is a comprehensive book about landing a product management role in a startup or bigger tech company. Learn how the ambiguously-named "PM" (product manager / program manager) role varies across companies, what experience you need, how to make your existing experience translate, what a great PM resume and cover letter look like, and finally, how to master the interview: estimation questions, behavioral questions, case questions, product questions, technical questions, and the super important "pitch."
A fascinating look at how the once struggling Best Buy turned around their business, while showing others how they can too
Digital Vortex
Ordinary People Creating Extraordinary Lives